

Method and Apparatus for the Production, Delivery, and Receipt of Enhanced E-MailABSTRACT OF THE DISCLOSURE

5 A method for providing an e-mail system including providing a server connected to a network; inputting a message from a sender into the server to be sent as e-mail to at least one recipient mail box on the network; enhancing the e-mail message with a self-executing programmable enhancement; and delivering the e-mail over the network to the at least one recipient mail box. Optionally, the method may provide a number of e-mail boxes on the server
10 10 assigned to a number of members for the receipt of e-mail addressed to the members at the server, and a menu listing a number of the self-executing programmable enhancements. An e-mail system including a server coupled to a wide area network, and a web site hosted by the server that is capable of at least temporarily storing a message to be sent as e-mail over the wide area network to at least one recipient mail box. The web site provides at least one process for
15 15 enhancing the message with a self-executing programmable enhancement and information of an advertising nature to create an enhanced e-mail message. The web site further preferably includes at least one mail box associated with at least one member, whereby the member may receive e-mail in the mail box. The information of an advertising nature can include, for example, advertising banners, buttons providing a hyperlink to an advertiser's web site, a part of
20 20 the self-executing programmable enhancement.

DRAFT 02/02/2010 10:45 AM